



# EMAIL AUTHENTICATION SUMMIT

November 9-10, 2004

# AGENDA

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## TUESDAY, NOVEMBER 9, 2004

- 8:00** Registration
- 8:30** Welcome and Opening Remarks  
**Chairman Deborah Platt Majoras**, Federal Trade Commission
- 8:45** **Back to Basics: What is Email Authentication and How Does it Work?**  
**Sheryl L. Drexler**, Investigator, Division of Marketing Practices, Federal Trade Commission  
**John R. Levine**, Taughannock Networks
- 9:00** **Defining the Framework: Policy Considerations for Email Authentication**  
*Moderator*  
**Colleen B. Robbins**, Staff Attorney, Division of Marketing Practices, Federal Trade Commission  
*Panelists*  
**Duane L. Berlin, Esq.**, Principal, Lev & Berlin, P.C. & General Counsel,  
Council of American Survey Research Organizations  
**Scott Bradner**, University Technology Security Officer, Harvard University  
**Paula Bruening**, Staff Counsel, Center for Democracy and Technology  
**Ray Everett-Church, Esq.**, Managing Member, ePrivacy Consulting  
**Frank Gorman**, Counsel, Bryan Cave, LLP  
**David Kaefer**, Director, Business Development, Microsoft Intellectual Property & Licensing,  
Microsoft Corporation  
**Howard Lipper**, Executive Director, Law Division, Morgan Stanley  
**Annalee Newitz**, Policy Analyst, Electronic Frontier Foundation  
**Daniel Quinlan**, Vice President, Apache SpamAssassin, Apache Software Foundation  
**Jonathan Zuck**, President, The Association for Competitive Technology
- 10:45** BREAK



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## 11:00 Email Authentication Proposals: Cryptographic Approaches

### Moderator

**Donna F. Dodson**, Senior Computer Scientist, Security Technology Group,  
National Institute of Standards and Technology

### Panelists

Domain Keys: **Miles Libbey**, Anti-Spam Product Manager, Yahoo! Mail, Yahoo! Inc.

Identified Internet Mail (IIM): **Jim Fenton**, Distinguished Engineer, Cisco Systems, Inc.

Bounce Address Tag Validation (BATV): **Dave Crocker**, Principal, Brandenburg InternetWorking

## 12:30 LUNCH

## 1:30 Email Authentication Proposals: IP/Domain Based Approaches

### Moderator

**William E. Burr**, Manager, Security Technology Group, National Institute of Standards and Technology

### Panelists

Sender ID: **Harry Katz**, Program Manager, Safety Technology & Strategy Group, Microsoft Corporation

Client SMTP Validation (CSV): **Douglas Otis**, Senior Engineer, Research and Development,  
Mail Abuse Prevention System

## 3:00 BREAK

## 3:15 Email Authentication Methods: Testing, Implementation, and Evaluation

### Moderator

**Sana D. Coleman**, Staff Attorney, Division of Marketing Practices, Federal Trade Commission

### Panelists

**Scott Brown**, CTO, ColdSpark

**Mike Chadwick**, Vice President, Application Development, Go Daddy Software, Inc.

**David Fowler**, Director of Deliverability & ISP Relations, @Once

**Carl Hutzler**, Director of Anti-Spam Operations, America Online, Inc.

**Karl Jacob**, CEO and co-founder, Cloudmark

**Bill Karpovich**, SVP Marketing & Strategy, Port25 Solutions, Inc.

**Barry Leiba**, Senior Software Engineer, IBM Thomas J. Watson Research Center

**Dan Nadir**, Vice President, Product Management, FrontBridge Technologies

**Robert Sanders**, Chief Architect, EarthLink

**Ron Schnell**, Vice President, Equifax Marketing Services

**Rand Wacker**, Director of Product Strategy and Planning, Sendmail Inc.



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WEDNESDAY, NOVEMBER 10, 2004

- 8:00** Registration
- 8:30** Opening Remarks  
**Commissioner Jonathan Leibowitz**, Federal Trade Commission
- 8:45** **Email Authentication: How Spammers Circumvent Authentication Methods**  
*Moderator*  
**Daniel Salsburg**, Assistant Director, Division of Marketing Practices, Federal Trade Commission  
*Panelists*  
**Scott Chasin**, CTO, MX Logic, Inc.  
**Tripp Cox**, CTO and Vice President of Technology, EarthLink  
**Brian Cunningham**, President and Lead Protocol Architect, Message Level  
**Pavni Diwanji**, Chairman and Founder, MailFrontier  
**Dr. Phillip Hallam-Baker**, Principal Scientist, VeriSign Inc.  
**Keith Moore**, Senior Research Associate, Innovative Computing Laboratory, University of Tennessee, Knoxville  
**James A. Powers, Esq.**, VP and General Counsel, ICS Network Systems, Inc. & President, Data Rights & Privacy Advisors, LLC  
**Clay Shields**, Assistant Professor, Department of Computer Science, Georgetown University
- 10:15** BREAK
- 10:30** **Email Authentication: Real World Effects**  
*Moderator*  
**Sana D. Coleman**, Staff Attorney, Division of Marketing Practices, Federal Trade Commission  
*Panelists*  
**Dawn Rivers Baker**, Founding Member-Government Relations, International Council of Online Professionals  
**Elizabeth Bowles**, President, Aristotle.Net Inc.  
**Arthur Emerson III**, Network Administrator, Mount Saint Mary College, Newburgh, NY  
**John A. Greco, Jr.**, President and CEO, Direct Marketing Association, Inc.  
**Dr. Phillip Hallam-Baker**, Principal Scientist, VeriSign Inc.  
**J. Trevor Hughes**, Executive Director, NAI Email Service Provider Coalition  
**R. David ("Dave") Lewis**, Vice President, Deliverability Mgt & ISP Relations, Digital Impact



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**Fred Lindberg**, Chief Technology Officer, CheetahMail, An Experian Company

**Peter Milla**, Member Board of Directors, Co-Chair Technology Committee,

Council of American Survey Research Organizations & Executive Vice President, CIO, Harris Interactive

**Margaret Olson**, CTO and VP, Architecture, Constant Contact®

**Daniel Park**, Chief Technology Officer, Roam Secure

**Robb Wilson**, General Manager, Quris

**12:00** LUNCH

**1:00 Global Impact of Email Authentication: International Perspectives**

Moderator

**Yael Weinman**, Legal Advisor, International Division of Consumer Protection, Federal Trade Commission

Panelists

**Dave Crocker**, Principal, Brandenburg InternetWorking

**Hadmut Danisch**

**Neil Schwartzman**, Founding Member & Chairman, CAUCE Canada & Co-chair, Email Authentication  
& Certification Working Group, Canadian Federal Anti-spam Task Force

**2:00 Email Authentication: Overcoming Spammers' Tricks and Moving Towards Implementation**

Moderator

**Daniel Salsburg**, Assistant Director, Division of Marketing Practices, Federal Trade Commission

Panelists

Domain Keys: **Brad Garlinghouse**, Vice President, Yahoo! Communications Products, Yahoo! Inc.

Identified Internet Mail (IIM): **Jim Fenton**, Distinguished Engineer, Cisco Systems, Inc.

Bounce Address Tag Validation (BATV): **Dave Crocker**, Principal, Brandenburg InternetWorking

Sender ID: **Ryan Hamlin**, General Manager, Safety Technology & Strategy Group, Microsoft Corporation

**Meng Weng Wong**, Founder & CTO for Special Projects, Pobox.com

Client SMTP Validation (CSV): **Douglas Otis**, Senior Engineer, Research and Development,  
Mail Abuse Prevention System

**3:15** BREAK



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- 3:30**     **Beyond Email Authentication: The Role of Reputation, Accreditation and Other Tools**  
*Moderator*  
**Sheryl L. Drexler**, Investigator, Division of Marketing Practices, Federal Trade Commission  
*Panelists*  
**Hans Peter Brondmo**, Entrepreneur & Fellow, Digital Impact  
**Daniel Burton**, Vice President of Government Affairs, Entrust, Inc.  
**Des Cahill**, CEO, Habeas Inc.  
**Stephen Currie**, Director of Product Management, EarthLink  
**Ray Everett-Church**, Managing Member, ePrivacy Consulting  
**Richard Gingras**, President & CEO, Goodmail Systems, Inc.  
**Fran Maier**, Executive Director and President, TRUSTe  
**George P. Mattathil**, CEO, Strategic Advisor, Strategic Advisory Group  
**Clemens Perz**, CTO, All About It S.à.r.l.  
**Craig Taylor**, VP, Technology, IronPort Systems  
**Karen J. Wendel**, CEO, Identrus  
**Meng Weng Wong**, Founder & CTO for Special Project, Pobox.com  
**Tonny Yu**, CEO, Mailshell
- 5:15**     Closing Remarks  
**Commissioner Orson Swindle**, Federal Trade Commission